

1 24. (New) A system for decoding and storing coupon data that are encoded in a horizontal
2 overscan portion of a video signal, the system comprising:

3 an electronic coupon comprising:

4 a decoder adapted to receive the video signal, said decoder processing video
5 signals thus received to decode coupon data that are encoded in the horizontal overscan portion of the
6 video signal;

7 a processor logically coupled to the decoder, such that the coupon data
8 decoded by the decoder are available to the processor;

9 a memory logically coupled to the processor in which the coupon data decoded
10 by the decoder can be stored; and

11 means to enable the coupon data decoded by the decoder to be accessible to at
12 least one of a user and an external device, said means being logically coupled to the processor.

13 25. (New) The system of Claim 24, wherein said means reads the coupon data that are
14 magnetically stored.

15 26. (New) A system for decoding and storing coupon data that are encoded in a horizontal
16 overscan portion of a video signal, the system comprising:

17 a decoder adapted to receive the video signal, said decoder processing video signals thus
18 received to decode coupon data that are encoded in the horizontal overscan portion of the video signal;

19 an electronic coupon comprising:

20 a receiver adapted to receive decoded coupon data transmitted by said decoder;

21 a memory for use in storing the coupon data decoded by the decoder;

22 a display enabling a user to view the coupon data decoded by the decoder;

23 at least one control key to selectively control a display of coupon data decoded
24 by the decoder; and

25 a processor logically coupled to said receiver, to said memory, to said display,
26 and to said at least one control key, said processor enabling a user to selectively manipulate the
27 decoded coupon data received from the decoder by the receiver, said processor implementing a
28 plurality of functions, including:

29 enabling a user to manipulate said at least one control key to select a
30 storage mode, such that when the storage mode is selected, decoded coupon data received by said
31 receiver are stored in said memory; and

32 enabling a user to manipulate said at least one control key to select a
33 redeem mode, such that when the redeem mode is selected, decoded coupon data stored in said
34 memory are presented to a user on said display as a list that a user can scroll through by manipulating
35 said at least one control key.

27. (New) A system for decoding and storing coupon data that are encoded in a horizontal overscan portion of a video signal, the system comprising:

a decoder adapted to receive the video signal, said decoder processing video signals thus received to decode coupon data that are encoded in the horizontal overscan portion of the video signal;

an electronic coupon comprising:

a receiver adapted to receive decoded coupon data transmitted by said decoder;

a memory for use in storing the coupon data decoded by the decoder;

a display enabling a user to view the coupon data decoded by the decoder;

at least one control key to selectively control a display of coupon data decoded by the decoder; and

a processor logically coupled to said receiver, to said memory, to said display, and to said at least one control key, said processor enabling a user to selectively manipulate the decoded coupon data received from the decoder by the receiver, said processor implementing at least the function of enabling a user to manipulate said at least one control key to select a set-up mode, such that when the set-up mode is selected, a user is presented with a menu comprising a plurality of coupon types that a user can select by manipulating said at least one control key, so that said processor evaluates any decoded coupon data received by said receiver, and decoded coupon data that corresponds to a selected coupon type are made available to be stored in said memory, and any decoded coupon data received by said receiver that does not correspond to a selected coupon type are not made available to be stored in said memory.

28. (New) A method for delivering and storing coupon data for an electronic coupon using the horizontal overscan portion of a video signal, the method comprising the steps of:

providing an electronic coupon;

receiving the video signal during a transmission session;

extracting coupon data from the horizontal overscan portion of a video signal;

decoding coupon data that are encoded in the horizontal overscan portion of the video signal with the electronic coupon; and

storing the coupon data decoded by the decoder.

29. (New) A method for delivering and storing coupon data using the horizontal overscan portion of a video signal, the method comprising the steps of:

providing an electronic coupon;

receiving the video signal during a transmission session;

extracting coupon data from the horizontal overscan portion of a video signal for input to the electronic coupon;